

Re-Cap from 3rd Meeting (Agenda Item No. II)

SaMS Education and Outreach Workgroup

4th and Final Meeting, February 25, 2020

Below is a summary of the topics discussed during the [3rd meeting](#) (held Aug. 29, 2019) of the Education and Outreach Workgroup.

1. Pilot Outreach Campaign

a. Message Testing

i. SaMS Logo:

1. Minor revisions were made in response to comments received during the 3rd meeting. These consisted of moving “Virginia” to the top right and coloring the text grey. Also, to slightly reposition “SaMS” to “ground” it more and embolden the text more. The workgroup approved the logo with these pending revisions.
2. Logo Use Policy: The concept was discussed and the workgroup concurred with the idea and directed that further work on developing a draft be conducted by a subgroup, with review of the revised work by the larger workgroup at the final meeting.

ii. Messages and tagline: The tagline, hashtags and teaser language presented to the workgroup were approved and used in the message testing part of the pilot outreach campaign. The workgroup agreed the 2 hashtags should be used together because #LearnAboutSalt” could be confused with dietary restrictions.

iii. Implementation: The workgroup supported proceeding with the message testing of the pilot outreach campaign. It was agreed that a subgroup should be convened to work through the details to implement the testing. This effort was held over 2 nonconsecutive weeks, week of November 18th and week of December 9th. Results from this effort to be shared later in the meeting.

b. Listening Session

- i. The framework of the listening session was discussed and the workgroup supported it being held. Outcomes of this session, held on Dec. 3rd, will be shared later in the meeting.

2. SaMS Baseline Awareness Survey

- a. Discussed the progress of securing and funding an independent 3rd party market research firm called Amplitude Research to conduct the awareness survey. The status of the draft survey was also discussed. The workgroup agreed the survey

questions would be reviewed and approved by the subgroup before the final survey was disseminated.

- b. The survey was conducted in December and the results will be shared later in the meeting.

3. Mascots / Outreach Ads / Coloring Sheet

- a. Discussed the materials developed by an illustrator/artist contracted by Fairfax Water. Discussion concluded there was discomfort with those materials and that those should not be part of the pilot outreach campaign.
- b. The workgroup voted to hold off on these and the topic could be revisited at the final meeting of the workgroup. However, it was noted that new materials will need to be drafted because the workgroup preference for the viewed materials will not change between the meetings. It was recommended a subgroup of interested members be convened to consider new material.
- c. DEQ convened interested members to continue the discussion. However, no new materials were developed from that effort. However, a couple of members (Fairfax Water and Fairfax County) shared relevant materials/images their organizations are either using or plan to use.

4. Principles for Development of Future Materials

- a. The idea of outlining key principles to follow in developing education and outreach materials was discussed. The workgroup concurred with the idea and directed further work on developing those key principles be conducted by a subgroup, with review of the revised work by the larger workgroup at the final meeting.

5. Non-Traditional BMP (NTBMP) Workgroup Materials

- a. NTBMP workgroup requested the Education and Outreach (EO) workgroup consider developing outreach materials from the content they developed recommending BMPs for residents and drivers. The EO workgroup voted that due to insufficient time during SaMS development, they would not be able to take on this additional task. If NTBMP was unable to develop outreach materials from that content, it was recommended it be moved to a future recommendation.
- b. NTBMP developed and approved a pamphlet and material to populate future webpages that recommend best practices for residents. They also developed an infographic of best practices for drivers. These materials were approved by that workgroup at their final meeting on January 23rd.
- c. At the NTBMP last's meeting, they requested a new infographic be developed to present best practices for residents in a format useable on social media platforms, and that it be reviewed and approved by EO workgroup. This new request will be discussed later in the meeting.